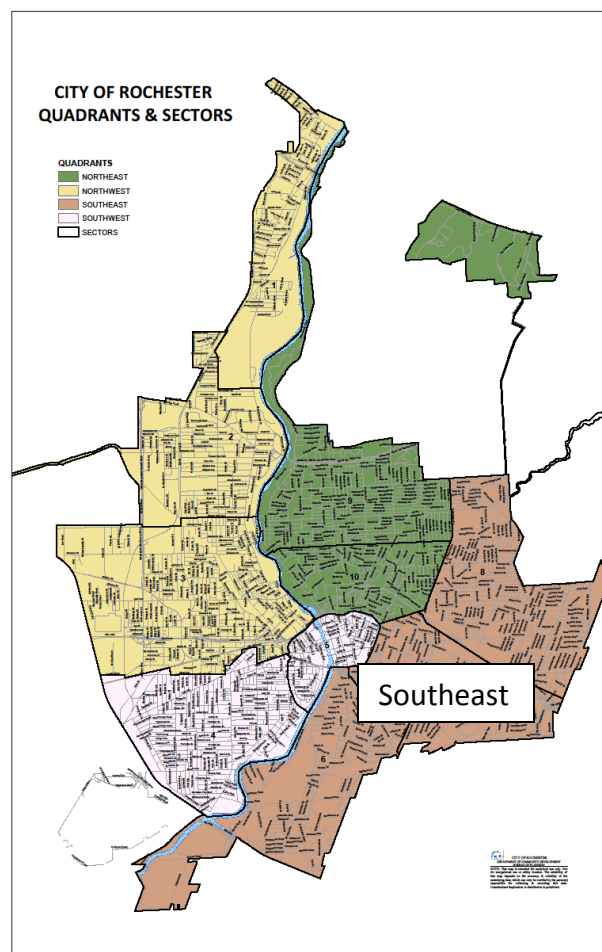


City of Rochester

Southeast Quadrant

Strategic Action Plan



**Submitted to the Commissioner
Department of Neighborhood and Business
Development**

February 3, 2010

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Purpose and Mission of the Quadrant Teams

Pursuant to the Mayor's Vision for the City of Rochester, Quadrant Teams were established as a key enhancement of the Department of Neighborhood and Business Development (NBD), newly created July 1, 2009. These cross-functional teams were envisioned as a highly effective conduit for providing results-oriented and cost-effective city services in a seamless, customer friendly manner.

The purpose of the Quadrant Teams is to:

*"... creatively resolve issues, establish community partnerships, and proactively promote the stability, strengths and growth of city neighborhoods and businesses. Quadrant Teams were formed to take advantage of the multidisciplinary skills experience and talent of City supporters both inside and outside of City Hall."*¹

The mission of the Quadrant Teams is to:

*"...establish and maintain community partnerships, develop and implement strategic plans, prioritize objectives and implement change, and proactively promote the stability, strength, and growth of city neighborhoods and businesses."*²

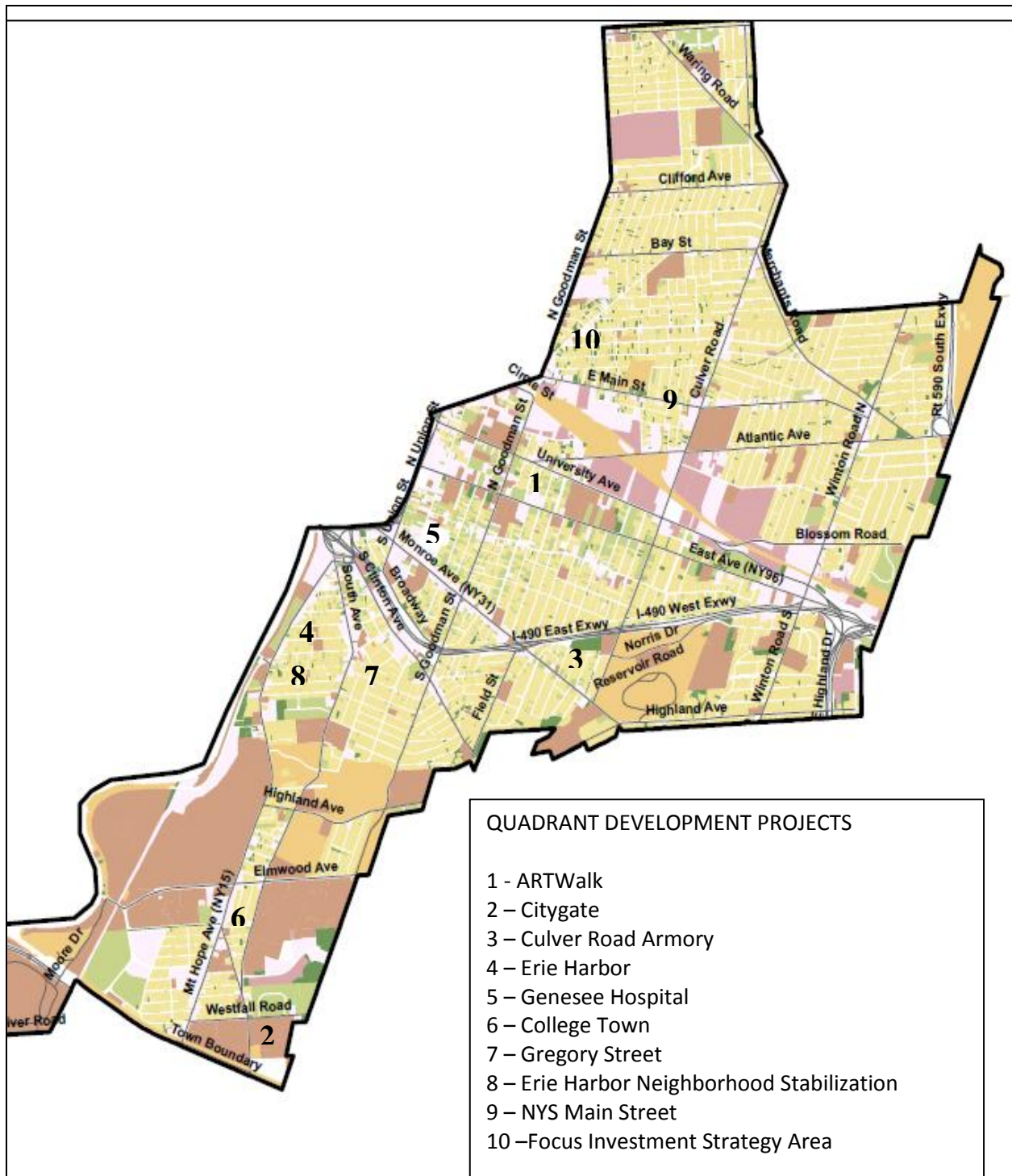
The vision of the Southeast Quadrant Team:

The Southeast Quadrant Team commits the collective experience of its members to help residents and business owners build the best mid-sized city in the US in which to live, raise a family, visit and grow a business.

¹ Final Report/NBD Quadrant Team Development Voice of the Employee, Pg. 3

² *ibid*, Pg. 7

Southeast Quadrant Map



Southeast Quadrant Neighborhoods

Sector Six Neighborhoods

Azalea
Highland Park (Ellwanger - Barry)
Lilac
South Wedge
Swillburg
Upper Mount Hope (Strong)

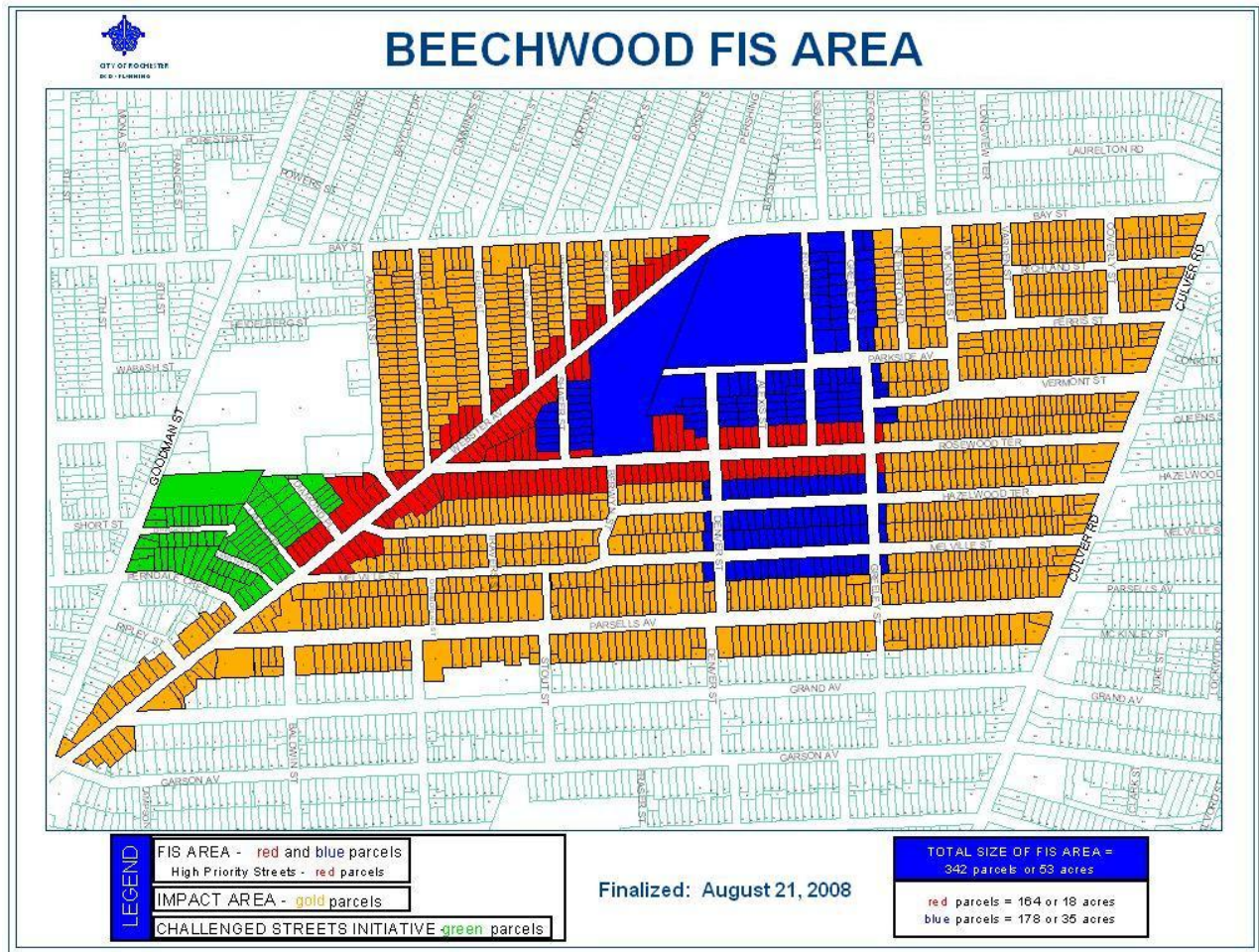
Sector Seven Neighborhoods

Cobbs Hill
East Avenue
Neighborhood of the Arts (Atlantic-University)
Park Avenue
Pearl-Meigs-Monroe
Upper Monroe

Sector Eight Neighborhoods

Beechwood
Bensonhurst (Homestead Heights)
Browncroft
Culver-Winton
North Winton Village
North Edge Neighborhood Association (Northland-Lyceum)

Focus Investment Strategy Area



Southeast Quadrant Team Members

CORE TEAM

Recognizing that key City personnel needed to develop the basis of a team approach that would act as a foundational group and leverage the resources and expertise of all City departments, the Core team is composed of the following City staff:

Core Team Position	SEQT Member	Title
Neighborhood Service Center Administrator	Peter Saxe	NSC Administrator
Code Enforcement Officers	John McMahon	Conservation Officer
Police Department Representative	Lt. Korey Brown	RPD Police Lieutenant
Economic Development Specialist	Matt McCarthy	Economic Dev. Specialist
Housing Planner/Specialist	Julie Beckley	Sr. Housing Specialist
City Planner/Comprehensive, Community Planning	Peter Siegrist, A.I.A.	Preservation Planner
Zoning Specialist	Suzanne McSain	Sr. City Planner
Administrative Professional	Diane Powell	Project Assistant

EXTENDED TEAM

These members do not meet as frequently as the Core Team, yet are still critical to ensuring that community development road blocks can be identified and removed, and that requests for technical assistance and questions emanating from the community's business and residential sectors are answered on a timely basis:

Extended Team Position	SEQT Member	Title
Real Estate Specialist	Maritza Mejias	Real Estate Specialist
Code Compliance Coordinator	Kurt Martin	Engineer Mechanical
Project Development Specialist	Rick Rynski	Sr. Economic Dev. Specialist
Permit Specialist	Carmen Verzillo	Permit Office Manager
SCORE Volunteer	Larry Wirth	Private Industry Executive

INTER-DEPARTMENTAL TEAM

Six additional City staffers acting as liaisons from City departments, including the Department of Recreation and Youth Services (DRYS), the Department of Environmental Services (DES), the Rochester Fire Department and the Rochester/Monroe County Library System are also members of the SEQT:

Inter-departmental Team Position	SEQT Member	Title
Recreation	Luis Burgos	Recreation & Youth Services
DES Operations	Karen Simoni	Refuse Operations Mgr
DES Traffic Engineer	Paul Way	Sr. Engineer/Street Designer
Fire Safety/Codes	Capt. William Holtz	RFD Fire Captain
Library Staff	Jennifer Lenio	RPL SE Quadrant Rep
Youth	Victor Saunders	Dir. Pathways to Peace
Customer Service	Tracey Dwyer	NSC Customer Service Rep

Southeast Community Members

Vital to the success of the Quadrant Team approach is the support and membership of key community leaders and stewards who represent the diverse array of resident, neighborhood and business groups, organizations and associations that hold key stakes in the welfare and development of the South East quadrant of the City of Rochester.

The original plan was for the SEQT to meet monthly with the Southeast community as represented by these groups. The SEQT held an initial meeting on with the SE community on August 6, 2009. With input from the community, a more effective format was arranged. At present, community groups contact the SEQT administrator to reserve time on the SEQT agenda on the date of their choice. This has resulted in making quality connections with the organized groups having taken advantage of this opportunity, and the SEQT looks forward to expanding the depth and breadth of these connections over time via future meetings.

Carlene Woodward	Chair, NBN Sector 6 Community Planning Organization
Chris Jones	Chair, NBN Sector 6 Community Planning Organization
Doug Rice	Volunteer, Member of NBN Sector 7 Community Planning Organization
Jimmy Catalano	Volunteer, Member of NBN Sector 7 Community Planning Organization
Heather Henry	Co-Leader, NBN Sector 8 Community Planning Organization
Dawn Taylor	Co-Leader, NBN Sector 8 Community Planning Organization
Helen Bayer Hogan	South East Area Coalition, Inc., Neighborhood Preservation Company
John Page	North East Area Development, Inc., NPC
Bob Boyd	South Wedge Planning, Committee, Inc., NPC
Eric VanDusen	NeighborWorks, NPC
Melanie Warren	Mt. Hope Merchants Association
Robin Watson	South Clinton Merchants Association, President
Bob Genthner	Volunteer, Member of NBN Sector 8 Community Planning Organization
Kevin Cooney	South East Area Coalition, Inc., Street Manager
Brian Bannerman	RPD
John Savino	Johnny's Irish Pub

Education Partners

In addition to the external meeting attendees, the SEQT has tapped into the schools and school system in the Southeast Quadrant, primarily to address the Education KRA but also to develop these key community stakeholders as External SEQT members. The schools are listed below. The SEQT is working with Dr. Cheryl McGruder-Holloway as a link to the principals of the RCSD(*) schools.

Post-Secondary Schools:

Colgate Rochester Crozier Divinity School, 1100 South Goodman Street
Cornell University, Cornell Cooperative Extension – Monroe County, 249 Highland Avenue
Monroe Community College, East Henrietta Road
St. John Fisher College, East Avenue
University of Rochester, Wilson Blvd

Secondary Schools:

East High School*, 1801 East Main Street
Monroe High School*, 164 Alexander Street
Northeast College Preparatory School*, 940 Fernwood Park
School of the Arts*, 45 Prince Street
School Without Walls*, 480 Broadway

Elementary Schools:

Dazzle School of Visual & Performing Arts, 110 Webster Avenue
NEAD CDF Freedom School, 360 Webster Avenue
Nativity School, 15 Whalin Street
RCSD #1*, 85 Hillside Avenue
RCSD #12*, 999 South Avenue
RCSD #15 (Children's School of Rochester)*, 494 Averill Avenue
RCSD #23*, 170 Barrington Street
RCSD #25*, 965 North Goodman Street
RCSD #28*, 450 Humboldt Street
RCSD #33*, 690 St. Paul Street
RCSD #35*, 194 Field Street
RCSD #46*, 250 Newcastle Road
RCSD #52*, 100 Farmington Road
RCSD #58 (World of Inquiry)*, 200 University Avenue
Urban Choice Charter School, Gregory Street

Miscellaneous School-Related Organizations:

Child Care Council, 595 Blossom Road
P.T.G. or School Based Planning Team*, 131 West Broad Street
Rochester Childfirst Network (RCN), 941 South Avenue

The Mayor's Vision: Key Result Areas

The Southeast Quadrant Strategic Plan follows the four key result areas that the Duffy Administration set forth.

Customer Service

Through continuous improvement efforts, we will strive to not only meet our customer requirements but delight them with our products and services. Our focus will be to bring added value to all that we service. We will work to ensure that our employees are competent, committed, empowered and enthusiastic.

Education

We will collaborate with the Rochester City School District to promote their agenda of providing a quality education to all of our citizens. We will partner with other groups who share our vision for the education of our youth. We will continuously advocate for greater performance standards and the use of best in class methods of educating our youth.

Public Safety

We will protect and preserve public safety through crime prevention patrol, investigation of reported offenses, and apprehension of offenders. We will provide rapid responses services in the event of fire, medical emergencies, technical rescues, and other emergency/non-emergency incidents that occur within the community.

Neighborhood & Business Development

We will monitor physical, economic, and social conditions / trends relative to the City while engaging, facilitating, and supporting citizen involvement in creating community/neighborhood visions and plans. We will support business growth, job creation and retention, and investment in the city.

Measuring For Impact

As stated in the Final Report – Neighborhood and Business Development Report of May, 2009 the four Quadrant Teams were formed to establish and maintain community partnerships, develop and implement strategic plans, prioritize objectives and implement change, and proactively promote the stability, strength, and growth of city neighborhoods and businesses. These objectives, along with the Mayor’s Key Result Areas of Customer Service & Organizational Effectiveness, Public Safety, Education and Neighborhood & Economic Development, form a basis for measuring the Southeast Quadrant Team’s impact on the community they have been created to serve. To that end the measures proposed below will be used to assist the Quadrant Team in establishing an ongoing effort of improved service to the community.

KRA/Impact Area	Proposed Measures	Goal
Customer Service	Intra-team referrals	20 customers served
Public Safety	Increased participation at PAC TAC, PCIC and at the Police Academy Establish new PAC TAC groups in the South East Quadrant Youth participation in public safety	10% increase in Police Academy and PCIC involvement One new group established in SE Police and Fire events at two SE rec centers
Education	Quadrant Team/school communications	Hold Education Forum
Neighborhood and Business Development	National chain recruited to locate in SE Rochester	Commitment letter from national chain
Community partnership	Year one SE Quadrant Team community event	85% of identified community stakeholders participate
Priority projects	Number of community generated priorities that produce tangible result Number of adopted NBN action plan items	Six priority projects with tangible results Action taken on 75% of identified action steps
Stable, strengthened neighborhoods and businesses		

Southeast Quadrant Strategic Plan

Key Result Area: **Customer Service and Organizational Effectiveness**

Goal	Strategy	Activity	Implementing Partner(s)
I. EQUIP THE SE QUADRANT TEAM TO WORK EFFECTIVELY WITH INTERNAL AND EXTERNAL CUSTOMERS	1.1 Organize and enact the Quadrant Team structure	<p>1.1.1 Communicate to team members the reasons for the transition to the quadrant planning model.</p> <p>1.1.2 Hold a retreat of core, extended and inter-departmental team members to learn about one another's roles, skills and experiences.</p> <p>1.1.3 Hold core team meetings with key community stakeholders such as RCSD and ABC.</p> <p>1.1.4 Conduct a SWOT analysis of team members to identify existing and needed skills, people and resources.</p>	LEAD: NBD administrators SUPPORT: SEQT Core and Extended Team

Southeast Quadrant Strategic Plan

Key Result Area: **Customer Service and Organizational Effectiveness**

Goal	Strategy	Activity	Implementing Partner(s)
	<i>1.2 Develop a strategic plan to guide community development activities</i>	<p>1.2.1 Synthesize existing land use, community and business development plans to identify Priority Issue Areas.</p> <p>1.2.2 Synthesize the Administration's priorities and goals.</p> <p>1.2.3 Obtain community feedback on Quadrant Strategic Plan.</p> <p>1.2.4 Develop means to collect community plans for annual update of quadrant plan.</p> <p>1.2.5 Update plan annually.</p>	<p>LEAD: Strategic Planning Subcommittee SUPPORT: SEQT Core and Extended Team COMMUNITY RESOURCE: NPCs, Business Associations, Neighborhood Organizations/Groups</p>
	<i>1.3 Perfect communications between the Quadrant Team, upper management and citizens.</i>	<p>1.3.1 Develop protocols for communicating and coordinating with City department directors, commissioners and other quadrant teams.</p>	<p>LEAD: SEQT Core Team SUPPORT: SEQT Extended Team, NBD administrators</p>

Southeast Quadrant Strategic Plan

Key Result Area: **Customer Service and Organizational Effectiveness**

Goal	Strategy	Activity	Implementing Partner(s)
		<p>1.3.2 Create 2-way communication system with feedback loops between community members and the SEQT.</p> <p>1.3.3 Identify opportunities to increase community participation in planning.</p> <p>1.3.4 Review the frequency and timeliness of communications between NBD and neighborhood and business groups.</p> <p>1.3.5 Identify a “point of entry” to the quadrant team to coordinate information, reduce confusion and assure timely response.</p> <p>1.3.6 Develop a “3 member rule” to trigger SEQT involvement in an issue.</p>	<p>LEAD: SEQT Core Team SUPPORT: SEQT Extended Team COMMUNITY RESOURCE: Sector leaders, NPCs, Business and Neighborhood Associations</p> <p>LEAD: SEQT Core Team SUPPORT: SEQT Extended Team</p>
	1.4 Develop protocols for spending allocated quadrant funds.	1.4.1 Create a system to prioritize projects for funding and for allocating funds.	<p>LEAD: SEQT Core Team SUPPORT: SEQT Extended Team COMMUNITY RESOURCE: Sector leaders, NPCs, Business and Neighborhood Associations</p>

Southeast Quadrant Strategic Plan

Key Result Area: **Customer Service and Organizational Effectiveness**

Goal	Strategy	Activity	Implementing Partner(s)
2. EQUIP COMMUNITY LEADERS TO WORK EFFECTIVELY WITH THE SE QUADRANT TEAM	<i>2.1 Assist community leaders in transitioning to the new planning model.</i>	<p>2.1.1 Encourage community leaders to continue Sector meetings.</p> <p>2.1.2 Establish a system to financially support Sector meetings.</p> <p>2.1.3 Develop means to educate new community leaders in leadership skills, communications, funding, etc.</p> <p>2.1.4 Assist neighborhood groups in growing membership bases.</p> <p>2.1.5 Assist neighborhood groups in establishing and expanding grass-roots leadership.</p>	<p>LEAD: SEQT Core Team SUPPORT: Extended Team COMMUNITY RESOURCE: Sector leaders, NPCs, Business and Neighborhood Associations</p> <p>LEAD: SEQT Core Team SUPPORT: NBD administrators</p> <p>LEAD: SEQT Core Team SUPPORT: NBD administrators COMMUNITY RESOURCE: Sector leaders, NPCs, Business and Neighborhood Associations</p> <p>LEAD: SEQT Core Team SUPPORT: NBD administrators COMMUNITY RESOURCE: Sector leaders, NPCs, Business and Neighborhood Associations</p> <p>LEAD: SEQT Core Team SUPPORT: NBD administrators COMMUNITY RESOURCE: Sector leaders, NPCs, Business and Neighborhood Associations</p>

Southeast Quadrant Strategic Plan

Key Result Area: **Customer Service and Organizational Effectiveness**

Goal	Strategy	Activity	Implementing Partner(s)
3. MEASURE THE QUADRANT TEAM'S EFFECTIVENESS	<i>3.1 Conduct semi-annual performance reviews to assess and improve performance.</i>	<p>3.1.1 Develop indicators to track performance: e.g. crime stats, business permits, job creation and retention, home sales.</p> <p>3.1.2 Track number of issues identified, addressed and resolved by the quadrant team.</p> <p>3.1.3 Conduct first evaluation by 7/30/2010.</p>	<p>LEAD: SEQT Core Team SUPPORT: SEQT Extended Team, NBD administrators COMMUNITY RESOURCE: Sector leaders, NPCs, Business and Neighborhood Associations</p> <p>LEAD: SEQT Core Team SUPPORT: SEQT Extended Team, NBD administrators</p>

Southeast Quadrant Strategic Plan
Key Result Area: **Education**

Goal	Strategy	Activity	Implementing Partner(s)
1. PARTNER WITH THE ROCHESTER CITY SCHOOL DISTRICT TO GROW AND SUSTAIN SAFE, HEALTHY AND VIBRANT NEIGHBORHOODS	<i>1.1 Acknowledge the link between the success of public schools and the stability and growth of neighborhoods and businesses.</i>	<p>1.1.1 Examine local data on the influence of schools on neighborhood stability, property values, safety, etc.</p> <p>1.1.2 Hold a forum to examine the link between public schools and neighborhood and business stability and growth</p> <p>1.1.3 Understand the City's position and involvement in school policy and planning.</p> <p>1.1.4 Map locations of schools within SE quadrant.</p> <p>1.1.5 Examine RCSD policies regarding busing, access to neighborhood schools, etc.</p>	<p>LEAD: Planning SUPPORT: Mayor's education task force COMMUNITY RESOURCES: Mayor's Youth Advisory Council, Greater Rochester Association of Realtors, R.E.A.L. Commission</p> <p>LEAD: Planning SUPPORT: NBD COMMUNITY RESOURCE: Commissioner Carballada, Councilwoman Elaine Spaul, Julio Vasquez, Dr. Cheryl McGruder Holloway</p> <p>LEAD: Planning SUPPORT: NBD, Mayor's Education Task Force COMMUNITY RESOURCE: R.E.A.L. Commission</p> <p>LEAD: Planning SUPPORT: NA COMMUNITY RESOURCE: RCSD</p> <p>LEAD: Planning SUPPORT: NBD COMMUNITY RESOURCE: RCSD planning office, Dr. Cheryl McGruder Holloway</p>

Southeast Quadrant Strategic Plan
Key Result Area: **Education**

Goal	Strategy	Activity	Implementing Partner(s)
	1.2 Coordinate SEQT actions with school facility upgrades.	1.2.1 Forge ties with RCSD planners to coordinate development activities of the City and RCSD	LEAD: Planning SUPPORT: Mayor's office COMMUNITY RESOURCE: RCSD Tom Keysa, Facilities Director
		1.2.2 Obtain plans and schedules for school upgrades from the Rochester Joint Schools Construction Board.	LEAD: Planning SUPPORT: Brian Roulin COMMUNITY RESOURCE: RCSD Tom Keysa, Facilities Master Plan
		1.2.3 Assess RCSD plans for impact on neighborhood stability and development.	LEAD: Planning SUPPORT: NBD COMMUNITY RESOURCE: NA
		1.2.4 Develop means to influence location of new school facilities	LEAD: Planning SUPPORT: Mayor's office COMMUNITY RESOURCE: RCSD
		1.2.5 Map City and RCSD capital projects.	LEAD: Planning COMMUNITY RESOURCE: RCSD
	1.3 Coordinate SEQT actions with public safety plan.	1.3.1 Learn of RPD's actions to improve safety on and near school grounds.	LEAD: NSC SUPPORT: RPD, DRYS
		1.3.2 Collect RPD input on City capital improvement projects that may impact school safety.	LEAD: NSC SUPPORT: RPD, DRYS
	1.4 Promote school successes to retain and attract home owners.	1.4.1 Identify programs such as "At Home in Madison" aimed at retaining and attracting residents.	LEAD: NBD SUPPORT: Planning, DRYS COMMUNITY RESOURCE: RCSD

Southeast Quadrant Strategic Plan
Key Result Area: **Public Safety**

Goal	Strategy	Activity	Implementing Partner(s)
1. ENHANCE COMMUNICATION AND INTERACTION BETWEEN RESIDENTS AND PUBLIC SAFETY ORGANIZATIONS	1.1 <i>Use Recreation Centers as venues for police/fire representatives to interact with residents</i>	1.1.1 Communicate public service/safety activities to residents.	LEAD: NSC, RPD, RFD SUPPORT: DRYS COMMUNITY RESOURCE: Neighborhood Groups
		1.1.2 Utilize PCIC meetings to communicate activities and opportunities with public service/safety providers.	LEAD: NSC, RPD, RFD SUPPORT: DRYS COMMUNITY RESOURCE: Neighborhood Groups
		1.1.3 Hold Public Safety carnivals/open houses/police/fire/EMS events.	LEAD: NSC, RPD, RFD SUPPORT: DRYS COMMUNITY RESOURCE: Neighborhood Groups, School Principals
	1.2 <i>Increase Public Safety interactions with children</i>	1.2.1 Have RPD and RFD make career presentations to children at schools and recreation centers.	LEAD: NSC, RPD, RFD SUPPORT: DRYS COMMUNITY RESOURCE: Neighborhood groups, School Principals
		1.2.2 Educate children about making homes safe, through events at recreation centers, schools, neighborhood events.	LEAD: NSC, RPD, RFD SUPPORT: DRYS COMMUNITY RESOURCE: Neighborhood groups, School Principals
		1.2.3 Integrate RPL's Safe to be Smart Program throughout middle schools	LEAD: Public Libraries SUPPORT: NSC, RPD, RFD, DRYS COMMUNITY RESOURCE: Neighborhood groups, School Principals

Southeast Quadrant Strategic Plan
Key Result Area: **Public Safety**

Goal	Strategy	Activity	Implementing Partner(s)
	1.3 Create opportunities to educate residents in public safety.	1.2.4 Promote creation of a Police Explorer program with the Boy Scouts.	LEAD: RPD SUPPORT: NSC COMMUNITY RESOURCE: Neighborhood groups, school principals
		1.3.1 Have neighborhood leaders 'ride along' with public safety officers to better understand their neighborhoods.	LEAD: RPD SUPPORT: NSC COMMUNITY RESOURCE: Neighborhood groups
		1.3.2 Teach residents how to keep person and homes safe.	LEAD: RPD, RFD SUPPORT: NSC COMMUNITY RESOURCE: Neighborhood groups, school principals
		1.3.3 Promote neighborhood watch mindset through block parties/block clubs.	LEAD: RPD SUPPORT: NSC, RFD COMMUNITY RESOURCE: Neighborhood groups
		1.3.4 Encourage the creation of neighborhood police foot patrols.	LEAD: NSC , RPD SUPPORT: NA COMMUNITY RESOURCE: Neighborhood groups, business assoc.

Southeast Quadrant Strategic Plan
Key Result Area: **Public Safety**

Goal	Strategy	Activity	Implementing Partner(s)
2. EXPAND COMMUNITY-BASED PUBLIC SAFETY EFFORTS	2.1 Establish PAC TAC groups for neighborhoods lacking active PAC TAC.	<p>2.1.1 Contact neighborhood groups with existing PAC TAC patrols for advice.</p> <p>2.1.2 Establish PAC TAC informational meetings; recruit neighbors to attend.</p> <p>2.1.3 Establish new PAC TAC patrols.</p>	<p>LEAD: NSC, RPD SUPPORT: Community groups COMMUNITY RESOURCE: PAC TAC groups</p> <p>LEAD: NSC, RPD SUPPORT: Community groups COMMUNITY RESOURCE: neighborhood groups, churches, businesses</p> <p>LEAD: NSC, RPD SUPPORT: Community groups COMMUNITY RESOURCE: neighborhood groups, churches, businesses</p>
	2.2 Improve efficacy of existing PAC TAC teams.	<p>2.2.1 Develop and disseminate PAC TAC Public Service Announcements.</p> <p>2.2.2 Develop PAC TAC information materials to unify recruiting message.</p> <p>2.2.3 Assist current PAC TAC members recruit peers.</p> <p>2.2.4 Continue and expand PAC TAC/resident Saturation Walks.</p>	<p>LEAD: NSC, RPD SUPPORT: Community groups COMMUNITY RESOURCE: neighborhood groups, churches, businesses</p> <p>LEAD: NSC, RPD SUPPORT: Community groups COMMUNITY RESOURCE: ngbd. groups</p> <p>LEAD: NSC, RPD SUPPORT: Community groups COMMUNITY RESOURCE: neighborhood groups, churches</p> <p>LEAD: NSC, RPD SUPPORT: Community groups COMMUNITY RESOURCE: neighborhood groups, churches</p>

Southeast Quadrant Strategic Plan
Key Result Area: **Public Safety**

Goal	Strategy	Activity	Implementing Partner(s)
	2.3 Expand participation in National Night Out event.	2.3.1 Promote attendance through events at recreation centers, schools and neighborhoods.	LEAD: NSC, RPD SUPPORT: DRYS COMMUNITY RESOURCE: neighborhood groups, school principals
	2.4 Increase attendance and representation at PCIC meetings.	2.4.1 Identify neighborhood representatives and encourage attendance.	LEAD: NSC SUPPORT: RPD COMMUNITY RESOURCE: neighborhood groups
	2.5 Improve citizens' ability to report crimes, code violations, loitering and other nuisances.	<p>2.5.1 Improve media pieces such as posters, brochures, and flyers to promote awareness of Department of Environmental Services website, 311, 911.</p> <p>2.5.2 Provide information on the importance of reporting alleged crimes or possible crimes-in-progress, code violations, safety hazards, loitering and nuisances.</p> <p>2.5.3 Provide information on personal safety, involving home, vehicles, public transportation, walking, and business.</p>	<p>LEAD: NSC SUPPORT: RPD, RFD COMMUNITY RESOURCES: PCIC, neighborhood groups, churches, schools, PAC TAC</p> <p>LEAD: NSC SUPPORT: RPD, RFD COMMUNITY RESOURCES: PCIC, neighborhood groups, churches, schools, PAC TAC, 311, 911</p> <p>LEAD: NSC SUPPORT: RPD, RFD COMMUNITY RESOURCES: PCIC, neighborhood groups, churches, schools, PAC TAC, 311, 911</p>

Southeast Quadrant Strategic Plan
Key Result Area: **Public Safety**

Goal	Strategy	Activity	Implementing Partner(s)
		<p>2.5.4 Increase awareness and understanding of RPD monitoring systems (cameras, Shot Spotter, Graffiti Spotter, etc.).</p> <p>2.5.5 Develop and disseminate gang awareness and gang deterrence materials.</p>	<p>LEAD: RPD SUPPORT: NSC, RFD COMMUNITY RESOURCES: PCIC, neighborhood groups, churches, schools, PAC TAC, 311, 911</p> <p>LEAD: Pathways to Peace SUPPORT: NSC, RPD, RFD COMMUNITY RESOURCES: PCIC, neighborhood groups, churches, schools, PAC TAC, 311, 911</p>

Southeast Quadrant Strategic Plan

Key Result Area: **Neighborhood and Business Development**

Goal	Strategy	Activity	Implementing Partner(s)
1. POSITION THE SOUTHEAST QUADRANT AS THE LOCATION OF CHOICE FOR CURRENT AND NEW BUSINESSES, INVESTORS AND RESIDENTS	1.1 <i>Attract a National Retailer to locate in SE Rochester</i>	1.1.1 Research and identify wholesale and retail opportunities. 1.1.2 Identify and court potential investors. 1.1.3 Solicit proposals from national companies.	LEAD: Economic Development Specialist SUPPORT: SEQT COMMUNITY RESOURCE: Business associations, NPCs, community organizations, residents
2. FACILITATE APPROPRIATE COMMUNITY INPUT IN LAND USE DEVELOPMENT	2.1 <i>Engage Organized Community and Citizen Groups in Land Use Development Process</i>	2.2.1 Develop a joint City/neighborhood process that incorporates significant community input to identify commercial and economic development opportunities 2.2.2 Inventory potential quadrant sites with potential for significant changes to land use. 2.2.3 Identify, collect and analyze other sources of local, state and national data on community-based economic development.	LEAD: SEQT SUPPORT: FIS Community Building Initiative, NSC COMMUNITY RESOURCE: Neighborhood groups LEAD: SEQT Zoning Specialist SUPPORT: Community Organizations and neighborhood groups COMMUNITY RESOURCE: Business associations, NPCs LEAD: SEQT Zoning Specialist SUPPORT: Community Organizations and neighborhood groups COMMUNITY RESOURCE: Business associations, NPCs

Southeast Quadrant Strategic Plan

Key Result Area: **Neighborhood and Business Development**

Goal	Strategy	Activity	Implementing Partner(s)
	2.2 Track Progress of Public and Private Land Use Development Initiatives	2.2.1 Conduct monthly review of progress toward development objectives.	LEAD: SEQT Core Team, Economic Development Specialist SUPPORT: Project Development's Project Management Staff COMMUNITY RESOURCE: NPCs, Developers
3. ENCOURAGE HOME OWNERSHIP	3.1 Assist Employer Assisted Housing Initiative (EAHI) in SE Quadrant	3.1.1 Identify employer leads using EAHI criteria. 3.1.2 Facilitate introductions of employer representatives and City staff.	LEAD: SEQT Core Team, NBD Specialists in Housing and Economic Development SUPPORT: City EAHI Coordinator COMMUNITY RESOURCE: NPCs, Business Associations, neighborhood groups LEAD: SEQT Core Team, NBD Specialists in Housing and Economic Development SUPPORT: City EAHI Coordinator COMMUNITY RESOURCE: NPCs, Business Associations, neighborhood groups
4. IMPROVE THE APPEARANCE AND VALUE OF RESIDENTIAL and COMMERCIAL PROPERTIES	4.1 Encourage Neighborhood Homeowner/Occupants, Landlords and Tenants to Ensure Homes are Safe, Affordable and Well-Maintained	4.1.1 Recognition programs to spotlight visible home and land improvements. 4.1.2 Promote NeighborWorks home improvement loan and grant programs. 4.1.3 Engage NPCs to galvanize local business enhancement efforts.	LEAD: SEQT Core Team SUPPORT: Business Associations, NPCs COMMUNITY RESOURCE: Community Groups, NeighborWorks

Southeast Quadrant Strategic Plan

Key Result Area: **Neighborhood and Business Development**

Goal	Strategy	Activity	Implementing Partner(s)
5. PROMOTE BUSINESS AND NEIGHBORHOOD “GREENING” INITIATIVES	5.1 Increase Environmental Impact Awareness via “Green” Activities	5.1.1 Educate community about recycling, resource conservation, and other environmental protection activities.	LEAD: Neighborhood Groups SUPPORT: SEQT COMMUNITY RESOURCE: Libraries, RochesterCares, Inc.
	5.2 Facilitate Improvement and Maintenance of Green Spaces	5.2.1 Establish criteria for SEQT support of green space improvements. 5.2.2 Encourage citizen involvement in the City’s Project Green.	LEAD: SEQT Core Team SUPPORT: NSC COMMUNITY RESOURCE: Neighborhood groups
	5.3 Incorporate Public Safety Infrastructure into Green Space and Park Planning	5.3.1 Educate planners in the inclusion of design and implementation of safety infrastructure	LEAD: RPD, NSC SUPPORT: NPCs COMMUNITY RESOURCE: Neighborhood groups
	5.4 Promote Local Eating to enhance Health and Support Local Agribusiness	5.4.1 Create demonstration community gardens. 5.4.2 Accommodate and support growth of South East Farmer’s Market.	LEAD: Neighborhood groups SUPPORT: SEQT core team COMMUNITY RESOURCE: NPCs
	5.5 Involve citizens in planning and implementing city-wide bicycle plan	5.5.1 Invite participation in public meetings, and in identification of popular routes, destinations and bike parking.	LEAD: SEQT Planner SUPPORT: SEQT COMMUNITY RESOURCE: Community Groups NPCs, Business Associations, neighborhood groups

Southeast Quadrant Strategic Plan

Key Result Area: **Neighborhood and Business Development**

Goal	Strategy	Activity	Implementing Partner(s)
6. CREATE VIBRANT COMMERCIAL CORRIDORS	6.1 <i>Identify partnerships and business networks to develop one or more identified commercial corridors</i>	<p>6.1.1 Implement targeted business recruitment.</p> <p>6.1.2 Address impediments on challenged corridors—public safety on Monroe Avenue, traffic on North Winton Rd.</p>	<p>LEAD: SEQT Economic Dev Specialist SUPPORT: SEQT, Business Assns. COMMUNITY RESOURCE: Community groups</p>
	6.2 <i>Involve artists to improve neighborhoods and streetscapes</i>	<p>6.2.1 Research successful Artist Relocation programs in other mid-size cities, and form a coalition of arts and educational organizations, developers and advertising concerns to develop a plan.</p> <p>6.2.2 Use public art to upgrade streetscapes and discourage loitering.</p>	<p>LEAD: SEQT Housing Specialist SUPPORT: SEQT Core Team COMMUNITY RESOURCE: Community groups</p> <p>LEAD: Community Groups SUPPORT: Business Assns. , SEQT COMMUNITY RESOURCE: NPCs</p>

Quadrant Projects, Issues and Concerns

SECTOR 6	PROJECT OR ISSUE	DETAILS	CONTACT PERSON
	Wedge Point	Mixed use residential development at 390, 420, 426 and 428 South Avenue	Saxe
	Riverpark Commons: The Hamilton and Erie Harbor Townhouses	Internal rehabilitation of the Hamilton apartment building; construction of townhouses on Mt Hope	Saxe, Siegrist
	CityGate	Mixed use development on the former Iola Campus, consisting of 43 acres in the city and 17 acres in Brighton, with frontage on the Erie Canal	Siegrist
	College Town	Development of mixed use buildings along Mt. Hope Avenue between Elmwood and Crittenden; reconstruction of street with median strip and traffic light.	Siegrist, McCarthy
	Mark's Park at Westmoreland Drive	Maintenance and continued development of volunteer-led park on state land along 1-590	Saxe
	Lattimore St. Playground	Lattimore NA	Saxe
	South Clinton Ave. street reconstruction	South Clinton Merchants Ass'n. (SCMA), ESCAPE	Saxe, Way
	139 Comfort Street	ABVI to convey land to City to continue Cecil Alley	Saxe, Zimmer
	399 Gregory Street	Vacant city-owned brownfield site in RFP process	Rynski
	658 South Avenue	Demolition of vacant warehouse, possible site for parking	Saxe
	Linden at Meigs	Concern with rolling stops and speeding traffic at popular neighborhood playground	Saxe, E. Frisch, S. Edgett
	Ellwanger Park	In process: art sculpture, live music series	Saxe, Siegrist, L. Burgos, M. Reichert
	815-819 South Clinton Avenue: Rochester Meat Co.	Variance given for façade treatment; design standards to be incorporated	McSain
	South Wedge projects	Business Association of the South Wedge (BASWA) addressing street furniture placement, possible change of venue for farmers' market	Saxe
	Bicycle trail	River trail to Highland Park	Mroczek, Siegrist

Quadrant Projects, Issues and Concerns

SECTOR 7	PROJECT OR ISSUE	DETAILS	CONTACT PERSON
	Wegmans East Avenue	Construction of a +/-110,000sf store; replacement of existing store with parking lot	Siegrist
	Alexander Park South Campus at former Genesee Hospital	Construction of a 4-story, 98,000sf office/retail bldg. on Monroe Ave. at Alexander St.; construction of a 2-story, 30,000SF office building on Wolk Blvd.	Siegrist
	Alexander Park North Campus at former Genesee Hospital	Demolition of former hospital buildings. Redevelopment plans not yet available.	Siegrist
	Open parcels on Broadway between Goodman /Averill	Empty NYS-owned land with interest by Pearl/Monroe/Meigs NA, Lock 66 NA, Monroe Village Task Force, AME Baber Church, NYSDOT	Saxe, Siegrist
	Culver Road Armory west parcel	Conveyance of land to City, with lease to New Life Presbyterian Church for parking and greenscape	Saxe, Zimmer
	Culver Road Armory	Sale by NYS at auction Oct. 27	Siegrist
	TREC/Ventrix Properties	Improvements to the Monroe Ave Commercial Corridor involving Upper Monroe NA, Pathstone/Sojourner	Saxe, Siegrist
	RMSC park at 276 Park Avenue	Neighborhood interest in beautifying city-owned parcel, jointly with Park Avenue Revitalization Committee (PARC), Park-Meigs NA, Park-Meigs Merchants Association (PMMA) and Park Avenue Merchants Association (PAMA)	Siegrist
	Artwalk 2	Extension of Artwalk on University Avenue from Goodman to Prince, and on Goodman from Village Gate to RMSC	Siegrist, Way
	Memorial Art Gallery landscaping	Front yard sculpture garden	Way
	Alexander Street entertainment district	Assisting Alexander Street Merchants Association (ASMA) to improve this vital entertainment district	Saxe, S. Lindsay, J. Maitland, McSain
	James Morrison Park at Culver and Harvard, near I-490	Chapter 21 NA proposal to redevelop pocket park	Saxe, Siegrist, L. Burgos
	Noise problems on Edmond St.	Neighborhood disturbances from Rochester Landscape Technicians Program	Saxe, McSain
	Late night problems on Monroe Ave.	Monroe Village Task Force	Saxe, McSain
	Homelessness on Monroe	Monroe Village Task Force	Saxe, McSain
	Washington Grove restoration	Improvements to city-owned forest on Cobbs Hill	Saxe, Siegrist

Quadrant Projects, Issues and Concerns

SECTOR 8	PROJECT OR ISSUE	DETAILS	CONTACT PERSON
	Dazzle Theater Challenge Streets /Beechwood Focus Investment Strategy Area	Roof leakage in not-for-profit building Underway	Saxe, Siegrist Saxe, J. Beckley
	N Winton/E Main St. parking CVS at Blossom and Winton	Proposed master plan for shared parking in commercial core Development of a pharmacy building.	Siegrist, McCarthy Siegrist